

## ABSTRACT

The digital camera system includes a digital camera, a predetermined remote location, a camera distributor and an advertiser. The digital camera is configured to exclusively and automatically connect to the predetermined remote location to upload image data to the predetermined remote location and to download advertising data from the predetermined remote location. The digital camera is also configured to display the advertising data and utilizes the predetermined remote location as the sole way to distribute the image data. The advertiser compensates the camera distributor and the owner of the predetermined remote location based on the advertising data which is viewed by the camera user. In turn, the camera distributor is able to reduce the cost of the digital camera to the camera user.